



## BASE ON A TRUE STORY

In 1878 Wilhelm Mast founded a vinegar production and wine distribution company in Wolfenbüttel.

# 1878

His son, Curt Mast, invented the secret Jägermeister recipe more than 80 years ago.

It took time for Curt Mast to craft the right mix: "too sweet" or a "weak citrus note" would not do.

He finally found it in 1934, when he transformed 56 herbs, blossoms, roots and fruits plus 35% alcohol into a bold new herbal spirit.